

Table 7.08-- SUMMARY CHARACTERISTICS OF OVERNIGHT AND LONGER VISITORS, BY DIRECTION OF TRAVEL: 1993 AND 1994

Subject	Total	Westbound	Eastbound
1993			
Residence (percent):			
United States	55.2	79.3	17.2
Pacific and Mountain States	31.5	47.1	6.6
California	20.7	30.9	4.5
Males per 100 females	(NA)	(NA)	(NA)
Median age (years)	(NA)	(NA)	(NA)
High-status occupations 1/ (percent)	36.9	42.9	28.1
Persons per party	1.81	1.86	1.74
Arriving June-August (percent)	26.6	25.9	27.7
Repeat visitors 2/ (percent)	55.5	62.0	45.9
Pleasure trip (percent)	96.1	76.3	74.6
In hotel only	54.5	52.5	69.2
Destined beyond Hawaii (percent)	10.9	8.0	15.5
1994			
Residence (percent):			
United States	55.8	81.8	13.1
Pacific and Mountain States	32.2	48.4	5.6
California	21.4	32.1	3.9
Males per 100 females	(NA)	111.9	(NA)
Median age (years)	(NA)	40.4	(NA)
High-status occupations 1/ (percent)	(NA)	(NA)	(NA)
Persons per party	1.84	1.90	1.75
Arriving June-August (percent)	27.1	26.9	27.4
Repeat visitors 2/ (percent)	55.8	62.3	45.2
Pleasure trip (percent)	82.7	78.3	89.9
In hotel only	65.8	56.0	81.9
Destined beyond Hawaii (percent)	10.9	6.4	18.1

NA Not available.

1/ Senior management, middle management, and professional as a percent of all visitor party heads.

2/ Party heads.

Source: Hawaii Visitors Bureau, records.